

## CLAIMS

1. In a spinnerbait lure of the type having a frame with at least one arm and at least one blade secured to the frame, the improvement wherein the frame is formed  
5 from an integral length of polymeric material.

2. The lure of claim 1 wherein the polymeric material is selected and the frame is dimensioned such that the frame exhibits flexing resilience, whereby the frame recovers its original configuration after undergoing non-destructive force-  
10 induced flexing during fishing.

3. The lure of claim 2 wherein the frame has upper and lower arms extending divergently from a frame-vertex whereby a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.  
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4. The lure of claim 3 wherein the upper arm is substantially coplanar with the lower arm.

5. The lure of claim 4 wherein at least the upper arm has an oblong cross-  
20 section, thereby imparting a preferential directionality to vibration of the upper arm.

6. The lure of claim 5 wherein the upper arm has an upper distal-end and the cross-section of the upper arm has an area that progressively decreases from the frame vertex toward the upper distal-end.  
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7. The lure of claim 6 wherein the greater dimension of the cross-section of the upper arm is in the plane of the frame.

8. The lure of claim 5 wherein the frame-vertex defines a line-aperture,  
30 whereby a fishing line/leader is attachable with respect to the frame at the line-aperture.

9. The lure of claim 8 wherein the frame is curved at the frame-vertex.
10. The lure of claim 5 wherein:
- the lure further comprises a jig;
  - the lower arm has a lower distal-end; and
  - the jig is attached to the lower arm at the lower distal-end.
11. The lure of claim 10 wherein:
- the jig has a jig-head and a hook; and
  - the jig-head is embedded within the lower distal-end.
12. The lure of claim 11 wherein the jig-head has a jig proximal-end and the lower arm is substantially tapered adjacent to the jig proximal-end, whereby stresses upon the arm from deflection at the distal-end are diffused throughout the lower arm.
13. The lure of claim 5 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.
14. The lure of claim 2 wherein the polymeric material is transparent.
15. The lure of claim 14 wherein the polymeric material has color.
16. The lure of claim 15 wherein the polymeric material comprises polycarbonate.
17. The lure of claim 16 wherein the frame has upper and lower coplanar arms extending divergently from a frame-vertex whereby a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.

18. The lure of claim 17 wherein:

- the lure further comprises a jig;
- the jig has a jig-head and a hook; and
- the jig-head is embedded within the lower arm.

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19. The lure of claim 18 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.

20. The lure of claim 18 wherein;

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- the lower arm has a lower distal-end;
- the jig-head is embedded within the lower distal-end;
- the jig-head has a jig proximal-end; and
- the lower arm is substantially tapered adjacent to the jig proximal-end

whereby stresses upon the lower arm from deflection at the lower distal-end are  
15 diffused throughout the lower arm.

21. The lure of claim 2 wherein the polymeric material comprises polycarbonate.

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22. The lure of claim 21 wherein the frame is transparent.

23. The lure of claim 21 wherein the frame has color.

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24. The lure of claim 21 wherein the frame has upper and lower coplanar arms extending divergently from a frame-vertex whereby a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.

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25. The lure of claim 24 wherein:
- the lure further comprises a jig;
  - the upper arm defines an upper aperture to attach the blade with respect to the frame;
  - 5       • the lower arm has a lower distal-end; and
  - the jig is attached to the lower arm at the lower distal-end.
26. The lure of claim 25 wherein:
- the jig has a jig-head and a hook; and
  - 10       • the jig-head is embedded within the lower distal-end.
27. The lure of claim 2 wherein:
- the lure further comprises a jig;
  - the arm has a distal-end;
  - 15       • the jig has a jig-head and hook; and
  - the jig-head is embedded within the distal-end.
28. The lure of claim 27 wherein the jig-head has a jig proximal-end and the arm is substantially tapered adjacent to the jig proximal-end, whereby stresses upon
- 20       the arm from deflection at the distal-end are diffused throughout the arm.
29. The lure of claim 27 wherein the frame has upper and lower coplanar arms extending divergently from a frame-vertex, the jig-head being embedded in the lower arm, whereby a fishing line/leader is attachable with respect to the frame substantially
- 25       adjacent to the frame-vertex.
30. The lure of claim 29 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.
- 30       31. The lure of claim 30 wherein the polymeric material is transparent.

32. The lure of claim 31 wherein the polymeric material comprises polycarbonate.

33. The lure of claim 1 wherein the frame is formed in a molding process.

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